

REMARKS

The Examiner requested additional information under 37 CFR § 1.105 related to the prior art Diamond I.D. program and the ability of consumers to insure themselves against loss for jewelry. Applicants acknowledge that consumer self-insurance has been available for some time prior to the filing of this patent application. This fact is disclosed in the Background section of this patent application and in the material submitted by Applicants in Information Disclosure Statements.

With respect to Diamond I.D., Applicants submit three documents relevant to the consumer insurance of jewelry registered with Diamond I.D. The first document, Exhibit 1, is an application form for initiating insurance for a newly purchased jewelry item. The application requires an insured value, Diamond I.D. number, description of the jewelry, customer name, etc. The insurance application also requires that a separate premium be paid to initiate the insurance at the retail price, rather than the wholesale value. This program is consistent with the prior art of record in this application. The insurance costs are not bundled into the cost of the jewelry item. This program is contrary to embodiments of the invention, where an insurance cost is based on a single wholesale rate, rather than varying geographic state rates.

Exhibit 2 is a similar form used for consumer owned jewelry. Again, this form requires basic information about the jewelry and the consumer and requires an additional premium to be paid to the insurer. Thus, this program is consistent with the prior art of record in this application. The insurance application also requires that a separate premium be paid to initiate the insurance at the retail price, rather than the wholesale value. The insurance costs are not bundled into the cost of the jewelry item. This program is contrary to embodiments of the invention, where an insurance cost is based on a single wholesale rate, rather than varying geographic state rates.

Exhibit 3 is a sample insurance report form. This form indicates that premiums are periodically paid to the insurer. The premiums are paid as a separate line item based on the

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retail price, rather than the wholesale value. This program is consistent with the prior art of record in this application. The insurance costs are not bundled into the cost of the jewelry item. This program is contrary to embodiments of the invention, where an insurance cost is based on a single wholesale rate, rather than varying geographic state rates.

Applicants believe these submissions comply with the Examiner's request for information. In view of the foregoing remarks, Applicants submit that the above-identified application is now in condition for allowance. Early notification to this effect is respectfully requested.

If there are any additional charges with respect to this Amendment or otherwise, please charge them to Deposit Account No. 06-1130 maintained by Applicants' attorneys.

Respectfully submitted,

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